



Station Order Add to Schedule

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

12833

Contact: Craig Lewis

Email: clewis@ksl.com

Phone: 801-575-5555

Fax: 801-575-5831

Direct: 801-575-5809

KSL -TV

Program Name	DP	Days	Length	Gross Rate	Mon Oct 29	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
KSL 5a News	EM	M-F	30	\$30.00					1					1
5:00 AM 6:00 AM			30	\$30.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL 6a News	EM	M-F	30	\$325.00								1		1
6:00 AM 7:00 AM			30	\$325.00										
Highly pre-emptible at LUR per KSL. Move to L1														
Today Show	EM	M-F	30	\$600.00									1	1
7:00 AM 8:00 AM			30	\$600.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Today Show	EM	M-F	30	\$350.00	1									1
8:00 AM 9:00 AM			30	\$350.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Sunday Today	EM	Su	30	\$70.00							1			1
7:00 AM 8:00 AM			30	\$70.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL Noon News	DT	M-F	30	\$130.00				1						1
12:00 PM 1:00 PM			30	\$130.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Katie Couric	EF	M-F	30	\$225.00			1							1
4:00 PM 5:00 PM			30	\$225.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL 6:30p News	EN		30	\$575.00		1								1
6:30 PM 7:00 PM			30	\$575.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL 5p News	EN	M-F	30	\$575.00				1						1
5:00 PM 5:30 PM			30	\$575.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL 6p News	EN	M-F	30	\$650.00								1		1
6:00 PM 6:30 PM			30	\$650.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL 10p News	LN	M-F	30	\$1,750.00								1		1
10:00 PM 10:35 PM			30	\$1,750.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Saturday 10p News	LN	Sa	30	\$850.00						1				1
10:00 PM 10:35 PM			30	\$850.00										
Highly pre-emptible at LUR per KSL. Move to L2														

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 10/22/2012 11:14:46 AM

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Page 1 of 2



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Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
		Length			Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Tonight Show	LF	M-F		\$350.00			1							1
10:35 PM 11:37 PM		30		\$350.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Station Gross Totals				\$6,480.00	1	1	2	2	1	1	1	3	1	13

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Page 2 of 2